



**THE INFLUENCE OF SOCIAL MEDIA MARKETING EXPOSURE
AND EMAIL BLAST EXPOSURE ON BRAND LOYALTY OF GRAB
APPLICATION**

Thesis

**Compiled to Fulfil the Requirements For
an International Undergraduate Program**

Proposed by:

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Is what come out of my scientific writing, not the result of scientific work of others.

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MOTTO

تَعَلَّمُوا الْعِلْمَ وَتَعَلَّمُوا لِلْعِلْمِ السَّكِينَةَ وَالْوَقَارَ وَتَوَاضَعُوا لِمَنْ تَتَعَلَّمُونَ مِنْهُ

" Learn knowledge for peace and tranquillity and be humble towards the people you learn from"

(HR. TABRANI)

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ABSTRAK

Judul Skripsi : The Influence of Social Media Marketing Exposure and
Email Blast Exposure on Brand Loyalty of Grab Application

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Jurusan / Program Studi : Ilmu Komunikasi

Penelitian ini bertujuan untuk menjelaskan pengaruh terpaan pemasaran media sosial dan terpaan email blast terhadap loyalitas merek aplikasi Grab. Penelitian ini merupakan penelitian kuantitatif dengan teori yang digunakan dalam penelitian ini adalah Honeycomb Model dan Theory of Flow yang menggabungkan metode non-probability sampling dan aksidental sampling. Total responden yang dipilih sebesar 166, tinggal di kota besar di Indonesia, dan menggunakan email serta sosial media untuk menerima, melihat, dan merasakan informasi kampanye terkini dari aplikasi Grab. Hasil uji hipotesis dengan teknik regresi sederhana menunjukkan bahwa tidak terdapat pengaruh terpaan media sosial marketing terhadap loyalitas merek, sedangkan hipotesis kedua menunjukkan adanya pengaruh terpaan email blast terhadap loyalitas merek dengan nilai signifikansi sebesar (0,050). Hasilnya menunjukkan bahwa Grab Indonesia dapat menerapkan cara komunikasi pemasaran ini khususnya dalam menggunakan paparan email blast dalam memperkuat loyalitas merek mereka.

Keywords: social media marketing, email blast, brand loyalty, Grab, internet

ABSTRACT

Undergraduate Thesis Title : The Influence of Social Media Marketing Exposure and Email Blast Exposure on Brand Loyalty of Grab Application

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Department : Communication Science

This study aims to explain the influence of social media marketing exposure and email blast exposure on brand loyalty of Grab application. This research is quantitative studies, with the theory that it used are Honeycomb Model and Theory of Flow that combines a non-probability sampling method with accidental sampling. The total of the respondents around 166, who lived in Indonesia's big cities and use email and social media to receive, see, and experience updated campaign information from Grab application. The results of the hypothesis tests using simple linear regression technique shows that there is no influence of social media marketing exposure on brand loyalty, meanwhile the second hypothesis shows that there is an influence of email blast exposure on brand loyalty with the significance value of (0,050). The result suggest that Grab Indonesia can implements this marketing communication ways specifically in using email blast exposure in strengthening their brand loyalty.

Keywords: social media marketing, email blast, brand loyalty, Grab, internet

PREFACE

Praise to God for his blessings and grace, that the author was able to complete a thesis entitled The Influence of Social Media Marketing Exposure and Email Blast Exposure on Brand Loyalty of Grab Application. The purpose of writing this thesis is to fulfil the requirements to obtain a Bachelor of Communication Science (S.I. Kom) for students at the Faculty of Social and Political Sciences of Diponegoro University. This undergraduate thesis consist of five chapters, starting with the first chapter that consist of the background, problem formulation, and research methods. Followed by chapter II which is an introduction of online ride-hailing, company's profile, and company's marketing communication strategy's, then chapter III which presents the results of respondents' answers in the form of diagram, and chapter IV which contains of conclusions and author's suggestion. The author hopes that the results of this research can be used as well as possible in the academic field and by anyone who reads and studies. On the other hand, the author also realizes that there are still many shortcomings in this research, so the author greatly appreciates suggestions and constructive criticism for the progress of the author in the future.

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